



Attorney's Docket No.: 13906-132001 / 2003P00159 US01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Thomas Witting                          Art Unit : Unknown  
Serial No. : 10/608,895                          Examiner : Unknown  
Filed : June 27, 2003  
Title : PREDICTING MARKETING CAMPAIGNS USING CUSTOMER-SPECIFIC  
          RESPONSE PROBABILITIES AND RESPONSE VALUES

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL

The following correspondence relating to this application is enclosed for filing:

1. Information Disclosure Statement (1 page);
2. Form PTO-1449 (2 pages);
3. Copies of Cited References; and
4. Two Return Postcards.

Please date stamp and mail the enclosed postcards.

Please apply any other charges or credits to Deposit Account No. 06-1050.

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I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

September 8, 2003

Date of Deposit

Heidi Bathrick

Signature

Heidi Bathrick

Typed or Printed Name of Person Signing Certificate

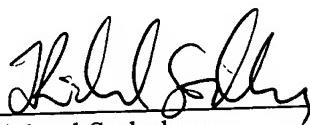
Applicant : Thomas Witting  
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Page : 2 of 2

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Respectfully submitted,

Date: 4/8/03

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INFORMATION DISCLOSURE STATEMENT

Copies of the references listed on the attached form PTO-1449 are enclosed.

This statement is being filed within three months of the filing date of the application or before the receipt of a first Office action on the merits. Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 9/5/03

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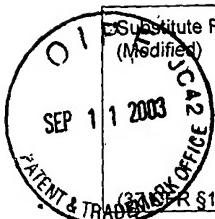
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Heidi Bathrick  
Typed or Printed Name of Person Signing Certificate



Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney's Docket No. 13906-132001	Application No. 10/608,895
<b>Information Disclosure Statement by Applicant</b> (Use several sheets if necessary)		Applicant Thomas Witting	
		Filing Date June 27, 2003	Group Art Unit

<b>U.S. Patent Documents</b>							
Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	AA	6,240,411	05/29/01	Thearling			

<b>Foreign Patent Documents or Published Foreign Patent Applications</b>							
Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation
							Yes No
	AB						
	AC						
	AD						
	AE						
	AF						

<b>Other Documents (include Author, Title, Date, and Place of Publication)</b>		
Examiner Initial	Desig. ID	Document
	AG	PowerPoint Presentation, CRM Analytics: RFM Analysis, SAP AG, 24 ps.
	AH	<a href="http://www.unicacorp.com/products/compaign_detail.html">http://www.unicacorp.com/products/compaign_detail.html</a> - "Enterprise Marketing Management - Unica Corporation," printed from the Internet 8/13/03, 4 ps.
	AI	<a href="http://www.marketswitch.com/products/outbound_marketing.html">http://www.marketswitch.com/products/outbound_marketing.html</a> - "Marketswitch: Products: TRUE for Outbound Marketing," printed from the Internet 8/13/03, 2 ps.
	AJ	"Operations Research-Spektrum," Springer-Verlag, Vol. 11, No. 3, ps. 121 – 174, August, 1989.
	AK	"Tabu Search – Part I," ORSA Journal on Computing, Vol. 1, No. 3, Summer 1989, 18 ps.
	AL	"Tabu Search – Part II," ORSA Journal on Computing, Vol. 2, No. 1, Winter 1990, 30 ps.
	AM	"Future Paths for Integer Programming and Links to Artificial Intelligence," Computers & Operations Research, Vol. 13, No. 5, ps 533-549, 1986.
	AN	"Introduction to CRM Analytics," Gartner Symposium IT XPO, 2002, 19 ps.
	AO	<a href="http://www.cogita.co.nz/epicor.htm">http://www.cogita.co.nz/epicor.htm</a> - "Epicor Product Page," printed from the Internet 1/28/2003, 3 ps.
	AP	"EMEA CRO Magic Quadrant – 3Q02," Markets, M-17-2063, J. Radcliffe, G. Herschel, Gartner Research, 2002, 7 ps.
	AQ	"EMEA CRO Magic Quadrant – 3Q02," Decision Framework, J. Radcliffe, Gartner Research, 2002, 7 ps.
	AR	"A Tutorial On Tabu Search," Alain Hertz, Eric Taillard, Dominique de Werra, 13 ps.
	AS	"Alternative Data Report," Gartner, 2000-2002, 85 ps.
	AT	<a href="http://www.epiphany.com/products/images/screen_1CM.gif">http://www.epiphany.com/products/images/screen_1CM.gif</a> - "PortaLaptop," printed from the Internet 1/28/2003, 1 p.

Examiner Signature	Date Considered
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EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Substitute Form PTO-1449 <i>(Modified)</i> O SEP 11 2003 PATENT & TRADEMARK OFFICE Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR § 1.98(b))	U.S. Department of Commerce Patent and Trademark Office	Attorney's Docket No. 13906-132001	Application No. 10/608,895
		Applicant Thomas Witting	
		Filing Date June 27, 2003	Group Art Unit

**Other Documents (include Author, Title, Date, and Place of Publication)**

Examiner Initial	Desig. ID	Document
	AU ✓	<a href="http://www.epiphany.com/products/images/screen_3RT.gif">http://www.epiphany.com/products/images/screen_3RT.gif</a> - "Ideal Customer," printed from the internet 1/28/2003, 1 p.
	AV ✓	<a href="http://www.epiphany.com/products/images/screen_eirt2.gif">http://www.epiphany.com/products/images/screen_eirt2.gif</a> - "RealTime Decisioning Analysis," printed from the Internet 1/28/2003, 1 p.
	AW ✓	<a href="http://www.epiphany.com/products/images/screen_2CME.gif">http://www.epiphany.com/products/images/screen_2CME.gif</a> - "Import E-mail Content," printed from the Internet 1/28/2003, 1 p.
✓	AX ✓	"Campaign Management Software," Quaero Answers, 2001, 13 ps.
✓	AY ✓	<a href="http://www.peoplesoft.com/corp/en/products/line/crm/marketing/features.asp">http://www.peoplesoft.com/corp/en/products/line/crm/marketing/features.asp</a> - "Marketing Features," printed from the Internet 1/28/2003, 2 ps.

Examiner Signature	Date Considered
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